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ARKANSAS PREMIERING NEW TV PROGRAM

A news magazine format television program, "Inside Agriculture," is premiering this fall in Arkansas. The 30-minute program will be carried on 22 state cable systems and will feature stories by correspondents from different regions of the state, reports on the latest research developments, and segments on markets and agricultural law.

The first program includes a report on irrigation water management, a story about the impact of imported lumber on South Arkansas, and a USDA segment that looks at field testing of a new implement called paraplow, designed to improve soil tillage.

"Inside Agriculture" is produced in Spring, Arkansas, by Ozark Video, Inc. in cooperation with the Arkansas Agricultural Experiment Station, and distributed by Warner Amex Fayetteville Open Channel.

The executive producer and anchor is Ray Barclay, who heads the Department of Agricultural Publications, University of Arkansas Agricultural Experiment Station.

(11/5)

COVERAGE -- A DAILY DECISION

Watching "Farm Day," a daily agricultural television news show, is probably the best way to develop a feel for what type of USDA or land grant college information its staff might use.

"Farm Day," is broadcast in more than 200-plus markets in 40 states. The quarter-hour show comes live from Owings Mills, Md., Monday through Friday, at 6:30 a.m., courtesy of Maryland Public Broadcasting.

Its producer, Glenn Tolbert, and staff rely heavily on stories from USDA and land grant universities. They regularly use stories sent in from 18 to 20 land grant universities.

Tolbert and "Farm Day" correspondent Garth Clark spoke at one of a series of monthly "celebrity luncheons" hosted by Agricultural Communicators in Education (ACE) in Washington, D.C., Nov. 4.

A keen sense of what might and what might not get used is necessary for government information people, Tolbert said. "We like to get all the information we can and make our coverage decisions based on that," he said. "Sometimes we have a slow news day and we use more soft news than we usually do. That's often a good spot for a soft news story you might have." Most of USDA's information about its continuing missions are in the soft news category.

Marketing stories are high on "Farm Day's" list. Tolbert and Clark said they are always looking for stories giving new marketing ideas farmers could use. Why does one farmer make it when his neighbor, raising and selling the same crop, fails? Tolbert suggested marketing. He said, "One thing we ask ourselves when we're looking at a possible research story is, 'Will it help the current ag crisis?'"

Tolbert and Clark tried hard, with only some success, to identify to USDA public affairs specialists attending the lunch what type of stories they sought for their viewers. "Of the 15 minutes allotted for the show," Tolbert said, "only 8 to 9 minutes is reserved for news, other than market information and other formatted parts of the show.

"Coverage is a daily decision," Tolbert said, as he and the "Farm Day" staff face the task of trying to untangle the daily happenings of American agriculture so "Farm Day" viewers can make sense of new developments. (11/5)

1986 YEARBOOK OF AGRICULTURE RELEASED

USDA's 1986 Yearbook of Agriculture was released on Nov. 10.

"Research for Tomorrow," a 344-page hardback book, features articles about research in biotechnology, insects, weeds and forests, modern ways to transfer scientific knowledge to its potential users, human nutrition, and careers in agriculture.

Authors include scientists in USDA and throughout the land grant university system, USDA policy makers, and administrators.

Editor of the 1986 Yearbook was John Crowley, public affairs specialist with the Special Programs Division in USDA's Office of Information. Crowley was assisted by members of the USDA Research Information Coordinating Team, which he chairs.

Biotechnology, which makes up a third of the new yearbook, is defined as basic sciences seeking to manipulate the inherited characteristics of plants and animals.

Along with articles on the future of forests, including research on acid rain, disease, fire and conservation, the yearbook discusses careers in agriculture beyond farming. Included are the work lives of several young people either in college or in a work environment.

Copies of "Research for Tomorrow" are available for sale through the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 at \$9.50 per copy.

Each U.S. Senator and Congressional Representative has a limited supply available for free distribution to constituents. USDA has no copies for distribution.

(11/10)

AGRICULTURAL RESEARCH INVENTORY AVAILABLE

USDA's Cooperative State Research Service has published "Inventory of Agricultural Research, Fiscal Year 1985."

Limited copies are available on request. Send a self-addressed label to: Fennie Toliver, Cooperative State Research Service, USDA, Room 206, Justin Smith Morrill Bldg., 15th & Independence Ave., S.W., Washington, DC 20251 (11/14)

USDA/ES AND EPA COOPERATE ON WASTEWATER INFORMATION

USDA's Extension Service and the U.S. Environmental Protection Agency have signed an agreement that will allow the two agencies to cooperate in distributing information concerning wastewater treatment facilities.

The signing of this project coordination agreement took place at USDA Nov. 13, with Extension Service Acting Administrator Myron D. Johnsrud signing for USDA and EPA Assistant Administrator Lawrence J. Jensen signing for EPA.

The agreement will allow the Extension Service and EPA to cooperate in distributing educational information on wastewater treatment to small and rural communities.

The information on wastewater technology, management, and facilities financing is designed to help small and rural communities meet federal and state standards for wastewater treatment.

(11/14)

USDA BRIEFS PRESS ON MARIJUANA IN NATIONAL FORESTS

USDA held a press conference on October 30, describing how new drug legislation increases USDA's power to combat marijuana in the national forests.

The conference was well attended, with representatives from the WASHINGTON POST, NEW YORK TIMES, USA TODAY, AP, UPI, TIME, CNN, GANNET, NBC, and CBS.

Nearly 1 million acres of National Forest System land are considered unsafe for recreational uses and by USDA Forest Service employees because they have been commandeered by persons illegally growing marijuana for profit.

The new legislation, the National Forest System Drug Control Act of 1986, will focus on the criminal elements of growing marijuana.

According to Assistant Secretary George Dunlop, the law will make growing and distribution of marijuana a federal felony crime and persons using booby traps and weapons to protect their crops will receive stiff penalties.

Samples of booby traps and devices were displayed at the press briefing, as well as a videotape made by USDA's Radio & TV Division depicting the marijuana problem in the Shasta-Trinity National Forest near Redding, Calif.

Two of the photos provided by USDA's Photography Division were run in the Washington POST. (11/14)

FORMER USDA BROADCASTER WORKING WITH FAS

Doug Wakefield, formerly with the Radio & TV Division of USDA's Office of Information, is now doing contract work for USDA's Foreign Agricultural Service and has completed his first "Agriculture USA" documentary program.

Wakefield interviewed a number of USDA foreign service officers for a story about the interesting work they do and the important role they play in understanding what is happening on the international agricultural scene. (11/18)

TRAINING VIDEOCONFERENCE SET FOR DEC. 9

A training videoconference for USDA managers and supervisors on equal employment opportunity and civil rights has been scheduled for Dec. 9.

Larry Quinn, chief of USDA's Video & Film Division and Betty Fleming, his teleconference coordinator, met with Extension Service Acting Administrator Myron Johnsrud and his assistants to discuss involvement of university downlink sites in the USDA network being assembled for the conference. They also met with Ron Gurley and Jan Williams of USDA's Office of Personnel Employee Development and Training Office to discuss production and site details.

Satellite time for the event has been confirmed and preliminary contacts have been made to acquire a director and sound engineer. Fleming and Williams are working on building the network of sites to be used for the event. (11/18)

FEEDBACK FROM FNS TELECONFERENCE

USDA's Food and Nutrition Service reported to the Office of Information's Video and Film Division that they were pleased with results of a key audio teleconference they conducted through the Teleconference Center facilities.

(more)

FEEDBACK FROM FNS TELECONFERENCE (continued)

According to Larry Quinn, chief of the Video & Film Division, FNS stated the system was a considerable improvement over GSA services which they had been using. As a result, FNS has scheduled two regular weekly audio conferences for every week during the rest of fiscal 1987.

One of the weekly events will involve FNS Administrator Robert Leard, and the other will include Ann McCormick of FNS Office of Operations. (11/18)

FORMER EXTENSION SERVICE ADMINISTRATOR DIES

Mary Nell Greenwood, who served as administrator of USDA's Cooperative Extension Service for six years, died of cancer on November 15 at the age of 57. She retired in July 1986 because of her illness.

Greenwood was formerly associate director of the University of Missouri's Cooperative Extension Service before joining USDA in Washington, D.C. (11/18)

JOURNALISTS' CONFERENCES WELL ATTENDED

Journalists from outside Washington, D.C., recently had an unusual opportunity to hear and interview top USDA and Food and Drug Administration (FDA) policy makers and scientists.

The agencies cosponsored two day-and-a-half conferences designed for journalists covering food safety and nutrition issues. The conferences drew 135 attendees in New York and 75 in Los Angeles, according to conference planners Marci Hilt and Sally Katt, of USDA's Office of Information.

The wide array of topics covered included: nutrition, diet and health; residues, tampering and recalls; biotechnology and the food supply; AIDS and food handling; and food labeling and health claims.

"Cosponsorship of the journalists' conferences by USDA and FDA made coverage of this wide range of topics possible," said Ann Chadwick, USDA Consumer Advisor. "The conferences were designed to bring USDA and FDA policy makers and scientists to journalists who normally do not have access to them, providing opportunities for one-on-one interviews with these officials."

Attendees gave the conferences an overall rating of 4.2 in New York and 4.1 in Los Angeles, on a 5-point scale.

Print media represented at the conferences included: GOOD HOUSEKEEPING, GLAMOUR, WORKING MOTHER, FOOD CHEMICAL NEWS, NEWSDAY, LA TIMES, LA DAILY NEWS, BOSTON GLOBE, THE PACKER, MODERN MATURITY, GANNET NEWS SERVICE, and the DROVERS JOURNAL. There were also reporters from food and nutrition newsletters and freelance writers.

Broadcast reporters included Storer Broadcasting, Cable News Network, and CBS' "Hour Magazine." The Associated Press covered both conferences.

One of the unusual aspects of the conferences were action-oriented exhibits by USDA agencies, presented during half-hour exhibit breaks.

An Agricultural Research Service exhibit measured total body fat with an experimental "Fat Meter." Nearly 100 journalists got measured (results were confidential).

(more)

JOURNALISTS' CONFERENCES (continued)

Other exhibits included Agricultural Marketing Service meat graders with real cuts of beef and poultry; Office of Information exhibit on electronic dissemination of information; and a Food Safety and Inspection Service exhibit on their meat and poultry hotline.

Help at the conference sites was generously provided by New York City and Los Angeles Cooperative Extension Service offices, and FDA local offices. Additionally, local Cooperative Extension Service and FDA officials were on the program and had exhibit space.

For more information about the results or other questions, contact: Marci Hilt, News Division, at Dialcom AGR006, or (202) 447-4026, or Sally Katt, Special Programs Division, at Dialcom AGR009, or (202) 447-9435. (11/19)

COMPUTER OFFICIAL HAS WORDS OF WISDOM

Ross Perot, chairman of Electronic Data Systems Corp. (now a wholly-owned subsidiary of General Motors Corporation) and a great promoter of computer systems and computerization of the workplace, offered some words of wisdom at a news conference in northern Virginia recently.

"We can grind out enormous amounts of accurate data," he said. "But people must always look at it, analyze it and decide if this data is relevant.

"It's terribly important we never confuse data with wisdom as we enter the age of information," Perot continued. "More than ever we will need people who are capable of original thought." (11/19)

CHICAGO TRIB ASSIGNS REPORTER TO WASHINGTON

The CHICAGO TRIBUNE has assigned Chris Drew to cover agriculture in the nation's capital full time.

His office is at 1615 L Street, N.W., Suite 300, Washington, DC 20036. His telephone number is (202) 785-9430. (11/21)

REVISED 'USDA GUIDELINES' AVAILABLE

The new, revised September 1986, "USDA Guidelines for News Releases and Other Materials for Distribution to News Media," is now available.

Prepared by the News Division of USDA's Office of Information, the guide describes elements of a consistent style for USDA press releases and other press materials and includes key policies governing writing, editing, and publication of press releases. Also included are samples of a press release, notice to correspondents, feature story, correction, advance press release, advisory committee announcement, speech, and testimony.

The News Division is the point of first release for all national news releases and feature stories, and is responsible for Department-wide consistency in style and policy for all press materials.

Copies are available from News Division, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, telephone (202) 447-4026, or Dialcom AGR004. (11/21)

ACE BECOMES PROFESSIONAL FNS TRAINING PROGRAM

USDA's Food and Nutrition Service has made the Agricultural Communicators in Education (ACE) officially part of the agency's professional training program for Eunice Bowman, a member of its headquarters staff in Alexandria, Va.

Bowman will be attending ACE meetings, profession workshops and other functions, and working on ACE projects in an official capacity.

Her telephone number is (703) 756-3504.

(11/21)

WILL PUBLIC INFORMATION PEOPLE LOSE CONTROL?

They may, according to a discussion at the meeting of the Federal Publishers Committee held November 25 at the Hubert H. Humphrey Building in Washington, D.C.

In the new age of computerized information, control of federal information seems to be tilting toward the people who have the staff and the budgets to buy the new technical equipment to start programs to distribute information.

"Information decisions are being made by data resource people rather than information people," said Rob Atkiss, who chairs the committee. "There's a lot of confusion about who should be in charge.

"Who's in charge and what will be put into the data bases is important," Atkiss said. "Without editing and without understanding how to make the content digestible, we have the ability to record tons of garbage that no one can ever decipher."

The committee's meetings reflect the problem. Attending are information resource management (IRM) people, records management people, publishers, and writers and editors. "Information professionals are the only ones trained to have a sense of what should be offered as public information," Adkiss said.

Another apparent reason for the shift is that public affairs/information people are not trained in computers, as is the new staff of IRM people moving into the computerized information field.

Another problem seems to be that many top managers in the federal government are not ready to admit they're in the information business with their agency's computerized data bases. They often set up the data bases and put people not trained in public information to load the information into them. (See related story on Page 6, "Computer official has words of wisdom.") (11/24)

RETIRED VETERAN AG JOURNALIST DIES

Ralph Wennblom, who retired last year as the Washington editor of FARM JOURNAL magazine, died of heart ailments Nov. 19 at his home in Rockville, Md.

A native of South Dakota, Wennblom graduated from South Dakota State University with a degree in agricultural journalism and later served as South Dakota Cooperative Extension Service editor.

After serving with the U.S. Army in World War II, he became a farm broadcaster with KS00 at Sioux Falls, S.D. He joined FARM JOURNAL in 1948, and in 1971 he was appointed Washington editor for the national farm magazine. (11/25)

USDA RADIO & TV CHIEF RECEIVES AWARD

Jim Johnson, chief of the Radio & Television Division of USDA's Office of Information, was presented the Meritorious Service Award from the National Association of Farm Broadcasters.

The award is presented annually in recognition of outstanding service to the farm broadcasting profession. Johnson received the award during NAFB's annual meeting in Kansas City, Mo. (11/25)

HATCH ACT CENTENNIAL ACTIVITIES BEGUN

The Hatch Act Centennial year-long celebration began with events at the annual conference of the National Association of State Universities and Land Grant Colleges, held in Phoenix, Ariz., Nov. 9-12.

The first William Henry Hatch Memorial Lecture was presented by William Hansel, Cornell University. The lecture was sponsored by USDA's Cooperative State Research Service as a tribute to William Henry Hatch, the author of legislation creating the State Agricultural Experiment Stations.

Title of the lecture was "Animal Agriculture for the Year 2000 and Beyond." Copy of the lecture is available by sending a self-addressed label to Fennie A. Tolver, Cooperative State Research Service, USDA, Justin Smith Morrill Building, Room 206, Washington, DC 20251.

The 1986 Yearbook of Agriculture, entitled "Research for Tomorrow," was released during the NASULGC conference. Yearbook copies were presented by Orville Bentley, USDA assistant secretary for science and education, at a meeting of the Division of Agriculture and at the Council of Presidents.

Several other activities are being planned as part of the Hatch Centennial Celebration during 1987. They include a slide/tape show entitled "SAES: Catalyst for American Agriculture," a history book entitled "A Centennial History of the State Agricultural Experiment Stations," an exhibit entitled "The Search for Life: Agricultural Science in the 20th Century," a national research forum entitled "Research--Tomorrow's Challenges," and a film/videotape called "New Beginnings."

More information on these activities may be obtained from Patricia Lewis at Rutgers University, New Brunswick, New Jersey, or call (201) 763-7497. (11/28)

NATIONAL MEDIA CONFERENCE SCHEDULED

Larimi Communication Associates, Ltd., will hold its eighth annual National Media Conference and Public Relations Forum, Dec. 8-10, at the New York Hilton in New York City.

Registration fee for all three days' activities is \$795. For further information, call (212) 819-9310. (11/28)

VETERAN AG COMMUNICATOR RETIRES

After serving Pennsylvania State University for 26 years, several as ag communications director, Glen W. Goss will retire from active service Dec. 23.

(11/28)
